

PAOC Distance Learning Study Guide

Module: Fundamentals of News Writing

This study guide is designed to help you organize and retain the information presented in this module. We encourage you to take notes as you proceed through the succeeding lessons, and to refer to them before you take the on-line examination on this material.

LESSON 1. NEWS LEADS

The Lead

Summary Lead

Six questions in the lead

1. Who
2. What
3. When
4. Where
5. Why
6. How

The Lead Emphasis

Additional Notes:

LESSON 2. NEWS BRIDGES

The Bridge

WAITS

W

A

I

T

S

Additional Notes:

LESSON 3. INTERNAL NEWS RELEASES

Summary Lead

Lead Emphasis

Functions of the Bridge

Body

Attribution

Style & Organization

Keep it simple

Do's and Don't

Additional Notes:

LESSON 4. EXTERNAL NEWS RELEASE

The difference between the internal news story you write for your command publication and the external release written for the news media is your **audience**.

Topic 1: Lead

Military Tie

Local Angle

The rest of this lead

Topic 2: Types of releases

Kudos Stories

Announcements

Public Event Story

Topic 3: Bridge

Topic 4: Datelines

Additional Notes:

LESSON 5. INITIAL ACCIDENT RELEASE

Accuracy is extremely important in the accident story.

Gathering Information

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Gathering the facts

In gathering the facts for an accident story, be sure to get the following facts:

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-
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Structure

Lead

List of dead and injured

Action, narrative, and detail

Casualty List

1.

2.

3.

4.

5.

Two advantages of a casualty structure

1.

2.

Casualty Releasing Policy

Body

Style

Additional Notes:

LESSON 6. ACCIDENT FOLLOW-UP RELEASE

Topic 1: The Lead

Topic 2: The Bridge

Topic 3: Identification

Topic 4: Deaths

Topic 5: Arrests

Additional Notes: